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# **Emirkan Erkara**

Lead UX/UI-Designer

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## **Professional Profile**

Lead UX/UI Designer specialising in complex products across industries (travel tech, automotive/HMI, e-commerce). I turn intricate workflows into simple, accessible interfaces, build design systems that scale and partner closely with engineering to ship fast and safely. Strong in strategy, systems, IA, mobile flows, accessibility, prototyping, and handoff.



# Work Experience

## Lead UX/UI-Designer

airtuerk Service GmbH · Full-Time

Feb 2025 - Present

Frankfurt am Main, Germany

Strategically leading UX for B2B travel tools and the multicheck app, translating complex booking/ticketing into clear, mobile-first flows. Building a modular design system and scaling Al-driven content operations, personalization and orchestrating end-to-end airline campaigns across social, SEO, and CRM. Targeting >€1B by mid-2026 across subsidiaries.

#### UX/UI & Communications Designer

Hyundai Motor Europe TC · Internship

Rüsselsheim, Germany

Diligently supporting HMI prototypes with Figma components, clickable prototypes and documented states/edge cases. Producing internal/external communication assets and standardizing typography and iconography. Systematically capturing usability-review findings to drive iteration.

## UX/UI Designer

Audi AG · Internship

Ingolstadt, Germany

Exploring and testing wHUD/AR-HUD HMI patterns for in-vehicle contexts. Outcome: Conceptualized the user experience of a gaming hub for Audi vehicles and presented a live demonstration to decision-makers.

#### Co-Founder

Swap · E-Commerce Brand

Nürnberg, Germany

Creating brand identity and a Webflow storefront, refining PDP/checkout for clarity and trust. Designing social content, achieving 12M+ Reels views and 100k+ likes. Defining packaging guidelines and an asset pipeline for repeatable production.

more on the website



### Education

## Vienna University of Applied Sciences

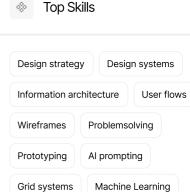
Bachelor's degree · Interactive Media · User-Centered HMI Designs in Vehicles

Den Haag University of Applied Sciences

Exchange Semester · Marketing Management



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Accessibility Communication

Edge cases Data Visualization

Product microcopy Micro-interactions



## Languages

### **English**

Professional working proficiency

#### German

Native or bilingual proficiency

#### **Turkish**

Native or bilingual proficiency

# French

Elementary proficiency



## **Key Areas**

#### Design Systems & UI Architecture

Rapid prototypes · scalable components & variants

### Mobile UX & Accessibility

Usability sessions · clear validation & error copy

## Delivery, Handoff & Quality

Dev-ready specs · code alignment

#### Branding & Visual Identity

Positioning · tone of voice · logo/typography/color

### Al tooling

Complex into Clear · smart automation · personalization